



Federal Communications Commission  
Washington, D.C. 20554

May 21, 2003

OMB Control Number 3060-1038

(Letter to Electronics Retailers)

Re: Information Request

Dear :

At the direction of Chairman Powell, the Media Bureau is in the process of gathering information on certain aspects of the digital television transition. This information will be used to assess the impact of prior policy initiatives and to inform future efforts in this area. Accordingly, within 30 days of receipt of this letter, please provide a written response stating:

- (1) Your training program for sales staff regarding digital television products and the digital television transition generally;
- (2) Any information or resources regarding the digital television transition, other than sales staff, you make available to consumers shopping for digital television products; and
- (3) Your ability to display high definition content on your showroom floors and the source and format of the content being displayed.

Please provide your response by U.S. Mail or electronically to [DTVSurvey@fcc.gov](mailto:DTVSurvey@fcc.gov). If you wish to request confidential treatment of any information under sections 0.457 and 0.459 of the Commission's rules, please provide, as required therein, a complete explanation of why such treatment is appropriate.

Thank you for your assistance. If you have any questions, please call me or Rick Chesson, Chair of the Commission's DTV Task Force, at (202) 418-7200.

Sincerely,

W. Kenneth Ferree  
Chief, Media Bureau

**FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT**

On April 10, 2003, the Commission received approval for the information collection contained herein pursuant to the "emergency processing" provisions of the Paperwork Reduction Act of 1995 (5 CFR Section 1320.13). The OMB Control Number for this information collection is 3060-1038, expiring October 31, 2003. The annual reporting burdens for this collection of information, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the required data and completing and reviewing the collection of information, are estimated to be: 844 respondents, 4 to 24 hours per response per annum, for a total annual burden of 4,823 hours, and total annual costs of \$251,400. If you have any comments on this burden estimate, or how we can improve the collection and reduce the burden it causes you, please write to Les Smith, Federal Communications Commission, Room 1-A804, 445 12<sup>th</sup> Street, SW, Washington, DC, 20554. Please include the OMB Control Number: 3060-1038, in your correspondence. We will also accept your comments regarding the Paperwork Reduction Act aspects of this collection via the Internet if you send them to [Leslie.Smith@fcc.gov](mailto:Leslie.Smith@fcc.gov) or call (202)418-0217.

Under 5 CFR Section 1320, an agency may not conduct or sponsor a collection of information unless it displays a current valid control number. No person shall be subject to any penalty for failing to comply with a collection of information subject to the Paperwork Reduction Act (PRA) that does not display a valid control number. The OMB Control Number for this collection is 3060-1038.

THE FORGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, PUBLIC LAW 104-13, OCTOBER 1, 1995, 44 U.S.C. SECTION 3507.